

The Method of Interactive Computer Game

Abstract

This invention relates to computer games and advertising technologies. Its technical result is the increase in advertising value and the commercial attractiveness of any computer game. A player (user) moves between the sites of sponsors (advertising accounts) which form his/her trajectory of virtual movement – (track) via the mechanism of jumpers. Every track represents a game tour with a limited prize and number of sponsor sites, which is usually small. Every player has to register by filling in a questionnaire in order to join the game. Any player is able to play on many game tours simultaneously and/or to switch between them, organizing the game play in the best possible way and competing with other players. The player has the opportunity to access information about his/her own results and the results of other players in real time. The necessity to visit a large number of sites in order to win the prize increases the commercial value of advertising, as it is placed on every site. The prize is awarded by all the sponsors of all the participating sites, thus increasing the commercial attractiveness of the game for both players and advertisers.